



HIGH IMPACT STORYTELLING ABS CHECKLIST

- Do you have a clear CENTRAL THEME?
- Does your main character's goal match your AUDIENCE'S aspiration?

AND

- Does your story center around a relatable MAIN CHARACTER?
- Do you begin by showing the main character's EVERYDAY LIFE?
- Do you introduce side characters to give INSIGHTS into your main character?

BUT

- Do you introduce the conflict with a specific INCITING INCIDENT?
- Do you ESCALATE your conflict?
- Do you create tension with a "ticking clock" deadline?
- Do you include a LOW POINT moment for your main character?
- Do you introduce the GUIDE in this part of the narrative?
- Do you share the Guide's WISDOM in this part of the narrative?
- Do you show the main character IMPLEMENTING (perhaps reluctantly) the wisdom?

SO

- Do you share the MOMENT OF SUCCESS in this part of the narrative?
- Do you illustrate the main character's NEW LIFE after the moment of success?
- What is the LESSON LEARNED to share with your audience?
- Do you re-share your CENTRAL THEME for the audience at the end of the story?